



COUNCIL OF INFRASTRUCTURE FINANCING AUTHORITIES

2020 CIFA SRF Workshop Online Edition

Marketing: Tuesday, December 1, 3:00 – 4:30 pm (ET)

Implementing Creative Approaches to Community Engagement

Learn how State Revolving Funds are building the SRF brand and incentivizing investment in water infrastructure. Hear how Arizona overhauled their communications strategy, starting with a comprehensive audit of their content. Learn about Georgia's program to reward communities that implement comprehensive water planning with the prestigious WaterFirst designation, which qualifies them for discounted interest rates on SRF loans. Hear how Iowa engaged communities with a contest to win a custom design on their water tower by a Hawkeye state artist.

Moderator: Joe Boland, Executive Director, Missouri Environmental Improvement and Energy Resources Authority

Panelists:

- Garrett Corral, Communications Director, Water Infrastructure Finance Authority of Arizona
- Ansley Jones, Project Manager, Georgia Environmental Finance Authority
- Lori Beary, Community Development Director, Iowa Finance Authority

Meet the Speakers:

Lori Beary, Iowa Finance Authority

Lori Beary is the Community Development Director for the Iowa Finance Authority where she serves as the primary administrator of the State Revolving Funds for Clean Water and Drinking Water. She is also responsible for the new Wastewater Treatment Financial Assistance Program created by the legislature in 2006. Lori is a past president of the Council of Water Infrastructure Financing Authorities. She earned a M.S. in Economics from Iowa State University and a B.A. from Grinnell College.

Joe Boland, Missouri Environmental Improvement and Energy Resources Authority

Joe Boland is the Executive Director of the Missouri Environmental Improvement and Energy Resources Authority (EI ERA), where he oversees the day-to-day operations of financial and technical assistance programs for environmental infrastructure projects. Before joining EI ERA, he was the Director of the Missouri Department of Natural Resources' Financial Assistance Center and responsible for the Clean Water and Drinking Water State Revolving Fund programs as well as other state grant and loan programs. Prior to that he managed field investigations at Superfund and other hazardous waste sites while a member of Missouri's Environmental

Emergency Response team. He has also served in other various roles with the department for over 29 years. Joe earned a Bachelor of Science degree in Geology and a Master of Business Administration from the University of Missouri.

Garrett Corral, Water Infrastructure Finance Authority of Arizona

Garrett Corral is the communications director for the Water Infrastructure Finance Authority of Arizona (WIFA). Garrett has a bachelor's degree in Graphic Information Technology and Marketing from Arizona State University and has over seven years' experience in public communication strategy, media planning, outreach, and digital design. Before joining WIFA in 2019, Garrett worked with Arizona's Division Developmental Disabilities program as the Chief Privacy Officer where he consulted on accessible communication, design, security, and user experience.

Ansley Jones, Georgia Environmental Finance Authority

Ansley Jones serves as a project manager at the Georgia Environmental Finance Authority. She assists communities with obtaining funding and maintaining compliance with SRF loan policies. She also coordinates WaterFirst, a water planning leadership program. Prior to GEFA, Ansley was a graduate student in the Department of City and Regional Planning at University of North Carolina.